

# CITY MANAGER

COLLEGE PARK, MARYLAND



## The Community

The City of College Park, Maryland (pop. 32,275) is one of the largest cities in Prince George's County. Located approximately 7 miles northeast of Washington D.C., the City of College Park is a vibrant and prosperous town, and has established collaborative relationships with residents, the University of Maryland, businesses, non-profit sector, and other governments that benefit the entire community. College Park residents and commuters have easy access to D.C. via the regional subway. The City is known for distinctive and connected neighborhoods, thriving commercial districts, cultural amenities, attractive green space and streetscapes, convenient transportation systems, and a strong sense of community pride and engagement.

The City of College Park's five square miles of land area is vibrant and a great place to live and work. It is focused on downtown redevelopment and the new City Hall is nearing completion. The University of Maryland's flagship campus provides excellent access to educational opportunities, sporting events, and cultural activities on campus. The City is also home to the National Archives II, the Tennis Center at College Park which houses the Junior Tennis Champion Center, and the world's oldest continually operated airfield, College Park Airport, former training facility of the Wright Brothers.

The City has developed partnerships in order to provide service to residents and businesses. The City's Contract Police program provides off-duty Prince George's County police officers as part-time City employees, supplementing Prince George's County's regular police services within the City. Water and sewer services are provided by the Washington Suburban Sanitary Commission, a bi-county agency. Primary and secondary education is provided by the Prince George's County Public Schools. The coordination of planning and other efforts occurs with other agencies including surrounding municipalities, the Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George's County, the Washington Metropolitan Area Transit Authority (WMATA), the University of Maryland, and state and federal partners.



## City Vision

College Park is a vibrant forward-thinking City with a welcoming community that celebrates our history and diversity and strives for innovation, connectivity, and sustainability.



## The Organization

The nine-member City Council is elected by district every two years on a non-partisan basis. The City is divided into four districts with two Council members elected from each district, and the Mayor is elected at large on the same election schedule as the City Council. The City of College Park operates as a council-manager form of government.

Eight department directors report to the City Manager: the Assistant City Manager, and the directors of Finance, Human Resources, Public Services, Planning and Community Development, Public Works, and Youth, Family and Senior Services. The Assistant City Manager is responsible for the functions of the City Clerk, Information Technology, and Communications. College Park employs 131 FTEs.

The total General Fund proposed budget, as originally presented in March 2020, has been reduced by \$1.85 million (from \$23.32M to \$21.47M), primarily a result of providing for financial effects from the pandemic. The Capital Projects Fund Budget for Fiscal Year 2021 is \$18.57 million.



**CITY OF  
COLLEGE PARK**

College Park has established values (open and effective government, high-performing, dedicated, and valued employees, sustainability and long-term planning, fiscal responsibility, and collaboration) that help guide the goals in the strategic plan.

In 2020 and for the first time, the City of College Park has earned a perfect score in the Human Rights Campaign's 2020 Municipal Equality Index for the City's commitment to the health, welfare, safety, equality and inclusiveness of its lesbian, gay, bisexual, transgender and queer community. The rating is based on several factors including non-discrimination laws, municipal workplace policies, City services and City leadership's public position on equality.

## The Position

The City Manager provides the management and oversight of all City services, implements policy established by the City Council, and appoints and supervises department heads. The City Manager also serves as an adviser to the City Council by providing objective feedback and long term consequences of policies under consideration. The City Manager prepares a budget for the council's consideration; recruits, hires, and supervises the government's staff; serves as the council's chief adviser; and carries out the council's policies. Council members and residents rely on the City Manager to provide complete and objective information.

Major duties of this position are focused on the Strategic Plan and aligning the Objectives and Key Results (OKRs) that will enable the City to accomplish the Five-Year Objectives adopted by Council in November 2020:

1. Innovate and improve City services to enhance quality, value, and accessibility for all our residents.
2. Celebrate our history and diversity to highlight our unique character and build on the strengths of our community.
3. Preserve and enrich our environment and natural beauty to attract people and sustain our City's future.
4. Enhance safety and quality of enforcement to advance our reputation as a safe City.
5. Plan and facilitate strategic economic development and smart growth to support a variety of businesses that can thrive and serve the diverse needs of our community.
6. Inspire and nurture a welcoming and inclusive community that encourages and embodies engagement, collaboration, and equity throughout our City.
7. Expand and promote alternative transportation approaches to build a more interconnected and accessible City for all.
8. Foster and sustain an affordable and stable City for individuals and families to live, work, play and retire.
9. Advocate for improving the quality of education and learning opportunities for our residents and community's future.
10. Cultivate an empowered and collaborative organizational culture that is high-performing, values employees, and is known for excellence.

## Desired Capabilities

The City Manager will play a large role in shaping the culture of the organization. It is important for the City Manager to exemplify high ethical standards in keeping with the leadership responsibilities of the position. The successful candidate must possess the emotional quotient to guide and mentor department directors and hold them accountable through regular, constructive feedback and annual performance evaluations. The successful candidate will have a track record which demonstrates the ability to coordinate with the City Attorney, work well under pressure, listen critically, and communicate thoroughly. The successful candidate will also show appreciation of staff and have an open-door policy to enhance communication. The Mayor and Council are seeking someone who will be curious, listen, and conduct research to understand the background of an issue, build and support their team, in person and virtually, to respond during the pandemic and beyond. The successful candidate will lead through change by assessing the needs of the Mayor and Council, staff, residents, and the City's stakeholders. The City Manager will institutionalize processes and explain what will be required of Mayor and Council, staff and stakeholders to provide a clear understanding of the possibilities, next steps and responsibilities.





## Leadership Opportunities

**Advance the City's Interests.** The City Manager will be nimble and politically perceptive, respecting the roles of the Mayor and City Council, the City Manager, the City Attorney, and staff. The successful candidate will be a strategic leader with the ability to work with Mayor and Council to accomplish the OKRs with the involvement of Department Directors as subject matter experts and hold them accountable for achievement of objectives. The successful candidate will have a proven track record of taking calculated risks as a catalyst for change after transparently communicating the associated liabilities. This requires the City Manager to develop relationships and build trust, be diplomatic, and an effective communicator and strong leader. There are times when the City Manager will be required to proactively explain why decisions are made or why the City does not have the capacity to begin a new initiative. The successful candidate will be of high moral character and unbiased in their approach.

The next City Manager will work collaboratively with stakeholders — local, county, state, University of Maryland, M-NCPPC, College Park City-University Partnership, and the Terrapin Development Corporation, as examples — to increase the commercial and real property tax base and improve services to residents.

The new City Manager will address issues and concerns and make appropriate referrals if the answer does not fall under the City's purview and communication and service will be consistent to all community members.

**Bring Capital Projects to Completion.** The successful candidate will ensure effective project management reports on the progress and completion of projects. City Hall construction will be complete in fall 2021 and enable several departments to now be housed within one building (co-owned with the University of Maryland). This project will also help continue the redevelopment of College Park's Route 1 Corridor. Other construction projects include Duvall Field, the Hollywood Dog Park, and College Park Woods Pool Facility. The new Constituent Relationship Management (CRM) and work order system will soon be implemented.

**Attract Commercial Growth.** Construction is underway on the Purple Line, a 16.2-mile metro rail transit line that will extend from New Carrollton in Prince George's County to Bethesda in Montgomery County. College Park is a major activity center along this corridor and will have four of the 21 planned stations that will spur new development activity. The next City Manager will ensure a marketing plan is developed to attract and retain businesses as the cornerstone of economic development.

**Be a City for all People.** The City Manager will value the diversity of College Park and ensure that the City provides opportunities for residents to be heard. The successful candidate will have experience in providing government services in ways that do not create inequities. The City Manager will lead staff in their efforts to be inclusive in service delivery and involvement.

**Evaluate the City Organization.** The City Manager will assess the City's structure and propose recommended changes as necessary. One example is the City's study of the feasibility to bring building and inspections in-house to streamline the process and improve service delivery through a one-stop shop. The next City Manager will use an objective, apolitical, and proactive approach to problem-solving. They will ensure the alignment of expectations with deployment of resources.

**Plan for Post Pandemic.** COVID-19 has impacted College Park residents, small businesses, and in-person classes at the University of Maryland. The next City Manager will help determine and transition to the new normal. The City will need to work with economic development stakeholders to reimagine the retail, restaurant, and lodging markets in College Park.

## Qualifications and Experience

The position requires a bachelor's degree from an accredited college or university in public administration, business administration, planning, finance, or a related field and 5-10 years of progressively responsible senior level administrative management experience in a comparable organization, preferably with a town-gown relationship and a community that has experienced significant growth. An advanced degree is preferred. An equivalent combination of education and management experience will be considered. ICMA credentialed manager status is preferred but not a requirement.

Successful candidates will be strong leaders who demonstrate visionary leadership, a passion for and demonstrated success in building community and quality of life, sound financial acumen, effective management of intergovernmental agreements, and a demonstrated ability to cultivate effective working relationships with elected officials, residents, stakeholders, and staff. They will be excited to call College Park home.

## Compensation and Benefits

The salary range for this position is \$140,000—\$190,000 depending upon qualifications and experience. The City also provides a benefits program including health insurance, a generous paid-time off program, and includes participation in the Reformed Contributory Pension Plan of the Maryland State Retirement and Pension System (MSRP).

The City Manager need not be a resident of the City or state at the time of appointment. The Manager is encouraged to live in the City of College Park; however, the Manager may reside outside the City while in office with approval of the Mayor and Council per [City Charter C9-3](#). An employment agreement and relocation assistance is negotiable.

## Application and Selection Process

Qualified candidates please submit your cover letter and resume online by visiting our website at:

<https://bakertilly.recruitmenthome.com/postings/2788>

This position is open until filled; first review of resumes occurs on February 19, 2021. Following this date, applications will be screened against criteria outlined in this brochure. For more information, please contact Anne Lewis at [anne.lewis@bakertilly.com](mailto:anne.lewis@bakertilly.com) or 703-923-8214.

For more information about the City of College Park, please visit: <https://www.collegeparkmd.gov/>

The City of College Park provides equal employment opportunities to all employees and applicants for employment without regard to race, religion, sex, age, ethnicity, ancestry or national origin, color, marital status, sexual orientation, gender identity, genetic information, veteran status, disability, or any other status protected by federal, state, or local laws.



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